



APR30

Trip to Boston: First Look at the 2013 Apartment

- by Mary in HGTV Urban Oasis



Clockwise from top left: View from HGTV Urban Oasis 2013, interior designer **Lindsay Pampa**, Old Town Trolley Tour, historic Quincy Market, Fenway Park.

In early April I ventured to Boston to meet with colleagues and apartment planner Jack Thomasson for what's been coined a "FAM," or familiarization tour. At the beginning of each home or apartment giveaway program, key members of the HGTV staff (programming and PR, plus online editorial, sales, marketing, etc.) meet to explore the area, enjoy presentations by each member of the design/build team, tour the home site and neighborhood, and swap notes over lunch.

The day's adventures began with a trolley tour of the city. We passed by Boston Common, Newbury Street, Beacon Hill, Faneuil Hall and the waterfront and Fenway Park, just to name a

few historic highlights. As we passed by beautiful brownstones and historic buildings, I felt myself slowly but surely falling for the city. One can't help but develop a crush.

We returned to the Residences at W Boston, the location of this year's apartment, and settled into the hotel lobby for a presentation by this year's interior designer, **Lindsay Pumpa**. Lindsay shared her design inspiration, plus fabric, wall color and tile swatches she plans to incorporate into the apartment design. Interiors will be in keeping with the W's own contemporary design aesthetic, while uniquely Boston pieces will speak to the city's talented design community. Expect to see compelling artwork, photography and locally crafted furnishings, plus plenty of mirrored surfaces to visually expand the space. Lindsay selected the [Traditional Twist palette](#) from the HGTV HOME by Sherwin-Williams paint collection and low-profile furnishings to maximize views from every vantage point.

And views from the unit's floor-to-ceiling windows? Picture-perfect with key components including the Charles River and Boston Common. "So many times high-rise units look out at other buildings. That could be a unit anywhere," says apartment planner Jack Thomasson. "The location of and views from our past Urban Oasis units were unique. The W in downtown Manhattan featured the Hudson River, the Statue of Liberty and Ellis Island, things you could only see in NYC. In Chicago, we had the Chicago River, Lake Michigan and the L tracks down below — only in Chicago. In Miami, we had Biscayne Bay, Miami Beach and the Port of Miami — only in Miami. I loved that we were able to find a location here that featured that iconic Boston view."

MAY10

HGTV Urban Oasis 2013 Floor Plan and More

- by Mary in HGTV Urban Oasis



As promised, I present the [2013 floor plan](#) today, plus TWO time-lapse photo galleries: one that captures work in the [living room](#) and one that captures the renovation in the [master suite](#). Yes, we are tearing down walls, folks. Enjoy!

JUN5

A New Take on Boston Style

- by Mary in HGTV Urban Oasis

When planning HGTV Urban Oasis 2013 interiors, **Lindsay Pumpa** strayed from traditional English-country style, the quintessential Boston design aesthetic, and looked instead to The Residences At W Boston for inspiration. “Since we are in the W, which is a modern building, we channeled the essence of what was going on there,” she says. The apartment’s “metropolitan city vibe,” according to Pumpa, will echo a larger design trend taking shape in the city. “It’s just now starting to bloom in Boston — this modern movement,” she says.



Clockwise from top: W Boston, Bunker Hill Memorial Bridge, dome of Massachusetts State House.

Views from the apartment’s amazing floor-to-ceiling windows also played into design plans. “The first thing I spotted was the gold dome on the capitol building. You’ll see some accents of that in the paint colors,” says **Pumpa**. The Bunker Hill Memorial Bridge, visible from HGTV Urban Oasis 2013, will inform the design of a unique striped wall treatment in the master bedroom, she adds.

Pumpa is relying on warm tones this year, with beige, shades of coffee and creams dominating. Black-and-white photography and abstract oil paintings will lend drama and tell a unique story of Boston’s art community.

As the design of this apartment takes shape, the work of local craftsmen, artisans and retailers will weigh heavily. [Boston furniture maker Jamie Cumming](#), who scours New England slab yards for building materials, will provide coffee and side tables, a foil to the apartment's contemporary furnishings, provided by [Montage](#), a Boston furniture retailer now in its third generation of ownership. A nod to Boston history and traditional interior design, **Pumpa** will partner with [Restoration Resources](#), a famed Boston salvage showroom and warehouse, and Peter Webster of [Webster & Company](#) to source everything from accessories to light fixtures. A highly stylized rug, custom-designed by [Medallion Gallery](#), Boston's leading fine rug and design center, will ground the space — and perhaps serve as its crowning glory.



Clockwise from top left: Tulip slab dining table by Loki Custom Furniture, mercury glass cabinet knobs, Cassina sofa available at Montage.

When asked to list the apartment's favorite features, **Pumpa** points to a cozy fireplace, surrounded by New England maple, and the master bathroom's shower "window," shaded by a louvered art piece that opens to let in natural light. The Miami apartment, she says, was about sleek, chic modern interiors and the urban lifestyle that goes along with a city that never sleeps. This year, the design goal reflects Boston's quiet personality. "I tried to think more about comfort," says **Pumpa**. "I wanted the style to be a little more warm and homey and the apartment to be a place that wasn't instantly labeled a second home but something someone could cozily move into and be excited to live in 365 days a year."

JUN27

Upcycling Some Historic Gems

- by Mary in HGTV Urban Oasis



A big side story in the design of HGTV Urban Oasis 2013 is local sourcing of furnishings, fixtures and features.

Yesterday, the team, lead by apartment planner Jack Thomasson, paid a visit to Boston's famed [Restoration Resources](#). What did they discover? A basket of tarnished, late 19th-century drawer pulls removed from a butler's pantry in a Boston home. "Seeing diamonds in the rough, we had one polished and were thrilled with the results," says Jack. "They are now pulls for our Urban Oasis cabinetry! I think they look happy there!"

Stay tuned for more intriguing sidebars — and an update to our time-lapse photo galleries!

JUL23

Sneak Peek at HGTV Urban Oasis 2013

- by Mary in [HGTV Urban Oasis](#)

Our virtual apartment tour launches on August 13 at 9 a.m. We thought it would be fun to give you a little taste of the interior design before the launch. Enjoy this video, created by senior visual designer Daniel Pratt. I think the views are simply stellar



Mary is a contributor to HGTV Dreams Happen: Sweepstakes Blog.

AUG9

Are You Ready?

- by Mary in HGTV Urban Oasis



The virtual apartment tour of HGTV Urban Oasis 2013 launches on August 13 at 9 a.m. Are you ready? I cannot wait to read your comments. With a color palette inspired by Boston's cityscape, cozy-chic interiors and mirrored surfaces taking center stage, this condo could easily steal your heart — and serve as a primary, year-round residence.

Ready to relocate to Boston, Mass? Tell me what you like most about this historic city and why you'd like to win this metropolitan luxe apartment.

AUG13

[Take the HGTV Urban Oasis 2013 Virtual Tour](#)

- [by Mary in HGTV Urban Oasis](#)
- [Comments \(366\)](#)



The time has finally arrived! We invite you to step inside our metropolitan luxe apartment, perched high above Boston's cityscape. Explore each space via [360° images](#), [slideshows](#) and [exclusive videos](#), then enjoy a [slideshow of artistic snapshots captured by pro photographer Eric Perry](#) and dive into details about the [Urban Oasis neighborhood and city hotspots](#). When can you enter for a chance to win this amazing 1,000-square-foot condo? The [sweeps entry period](#) begins on August 26 at 9 a.m. ET. Sign up for email [reminders](#) — we'll make sure you enter twice per day, every day!

If you end up with questions about the apartment or sweeps, please check out our [FAQ section](#) and [product directory](#). Still scratching your head? Give our friendly customer service folks a call. We'll be happy to help!

Enjoy ... and let us know what you think!